

## HUB REVIEW FINDINGS - OAKLAND COLISEUM/AIRPORT/BART

### Date of Hub Review:

November 1, 2006

### Participants:

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### Existing Hub Conditions:

The Oakland Coliseum/Airport/BART hub is located on San Leandro Street immediately north of the Hegenberger bridge overcrossing near the intersection of 73rd Avenue. The station is comprised of two distinct transit facilities; the Coliseum/Oakland Airport BART Station and the Amtrak Oakland-Coliseum Airport Station. A pedestrian overpass connects these two facilities and the Oakland Coliseum Complex.

The BART station is located on the east side of San Leandro Street and consists of an elevated island platform with the station entrance, ticket machines and fare gates at ground level. The station provides key local and regional rail connections throughout the Bay Area on three lines: Daly City-Fremont, SFO-Millbrae, and Richmond-Fremont. BART patron parking facilities are provided at this station and are accessed via a pedestrian tunnel under the train tracks. This station is also served by the AirBART shuttle and various AC Transit bus routes. AirBART connects to the Oakland International Airport and operates during BART service hours with shuttles every 10 minutes. The AirBART loading area is located on San Leandro Street; because of street construction, the shuttle currently boards in a temporary location north of the BART station's main entrance. AirBART is a particularly important feature of the station; it carries approximately 1,229,000<sup>1</sup> passengers annually by shuttle bus between BART and the Oakland International Airport. BART is pursuing the replacement of the AirBART shuttle with an automated guideway transit (AGT) system in the future. AC Transit has seven bus routes that connect this hub providing service within the greater Oakland, Alameda, and San Leandro areas.

The Amtrak Oakland-Coliseum Airport Station is located on San Leandro Street, opposite from the BART Station. Opening in May 2005, the station serves the Capitol Corridor line and provides a convenient connection between San Jose, BART and Oakland Airport. Service is available on the 9 eastbound and 11 westbound weekday daily trains between San Jose and Sacramento. Weekend and holiday service is available via 8 trains in each direction. In addition to the existing pedestrian overpass, the BART and Amtrak stations will be connected by a street-level midblock crossing which is currently under construction.

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<sup>1</sup> AirBART Ridership 2005, Port of Oakland, December 2006.

## HUB REVIEW FINDINGS - OAKLAND COLISEUM/AIRPORT/BART

### CORRECTIVE ACTIONS

#### WAYFINDING:

Existing conditions at the Oakland Coliseum/Airport/BART hub reveal that there is a lack of sufficient signage to adequately provide direction between the facilities and available transit services. This greatly contributes to the individual station's lack of identity and recognition by users of this space. Consequently, it is important to develop a wayfinding sign program that would create a consistent, easy to read, easy to find, hierarchical set of information that would connect the BART station, Amtrak station and connecting transit services.

As such, wayfinding offers the greatest opportunity for improvement in the following areas.

#### Identification of station or transit operator

- Prominent station name signs at entrances to the BART and Amtrak stations (see checklist questions #1, 2; photos #1, 2, 3);
- Bolder transit agency logos included on entrance signs that are large enough to be visible from surrounding roads (see checklist questions #1, 2; photos #1, 4);
- A consistent name to be used for this hub both on printed materials and posted signage (see checklist question #5; photos #4, 9, 10, 12).

#### Moving around or entering or exiting the station

- Signs at all decision points in the hub to direct passengers between the BART and Amtrak stations and AirBART and AC Transit bus stops. Direction to ticket machines, RTICs, and bicycle facilities should be included. Appropriate locations for signage may include:
  - BART station entrances and exits (photos #5, 6, 7);
  - Entrance and exit to Amtrak station (photos #8, 9);
  - Bus boarding platforms.
- Wayfinding signage should include operator logos (see checklist questions #17, 21);
- Use a consistent and bold arrow design at all decision points (see checklist question #16; photos #6, 8);
- Signage should be placed such that signs are visible and clear sightlines are maintained in compliance with ADAAG guidelines (see checklist question #13; photos #10, 11)
- MTC will work with a transit operator who will take the lead on the development of a comprehensive and consistent wayfinding sign program, including providing funding for program development and P S & E costs.

## HUB REVIEW FINDINGS - OAKLAND COLISEUM/AIRPORT/BART

### Identification of where to board or wait for transit

- More visible signage is needed to identify bus loading areas. This signage should include operator logos (see checklist questions #19, 21; photos #13,14);
- Better identification is needed for transit routes that use different boarding points for opposite directions of travel. Bus destination and direction of travel and direction to opposing boarding platform should be provided at these stops (see checklist question #18). This information should also be included on the hub layout map;
- Bus shelters should be identified by the operating agency via an appropriate logo. In addition, shelters should also include fare and schedule information (see checklist question #25; photos #14,16);

### CUSTOMER INFORMATION:

Customer information is scattered throughout the station and can be found in display cases, on bus stops, and at station agent booths. Formats are not consistent; local information tends to be outdated and incomplete. Customer information displays should be coordinated with wayfinding signage at key locations within the facility and should address but not be limited to the following information elements:

#### Regional Transit Information (RTIC)

While no RTIC currently exist at this hub, checklist comments suggest the following:

- Provide two RTIC installation at this hub including:
  - Central location in the BART station near the station agent booth (photo #8)
  - Central location at the Amtrak station (photos #17, 18)
- The RTICs would include:
  1. The regional 511.org transit map; and
  2. Subregional or system map for local operators.
- If possible, integrate this information with local transit and hub vicinity information (see checklist question #27).
- Wayfinding signs described above would direct passengers to the RTIC information cases with the international icon for information.

## HUB REVIEW FINDINGS - OAKLAND COLISEUM/AIRPORT/BART

### Local Transit Information

The BART and Amtrak stations each have map and schedule information posted for their respective services. The BART station information display also includes AC Transit maps and schedules, a map of bus boarding locations (out-dated) and a map of points of interest in San Francisco (photos #19-21).

- Location transit information should include:
  1. Subregional or system map for local operators;
  2. Schedules and service hours;
  3. Fares and specific system information;
  4. Hub layout map; and
  5. Local vicinity map.
- Centralize customer information and incorporate it with RTIC installations wherever possible (see checklist questions #28-33);
- Provide up-to-date schedules and route maps at bus, BART and Amtrak boarding platforms (see checklist questions #20, #31-32);
- Include a current hub map with bus boarding locations and local vicinity map (see checklist question #30).

### REAL-TIME SIGNAGE:

#### Existing Real-Time Signage

- Real-time signage is provided on BART platforms indicating the next scheduled train arrival times, and at the BART station agent booth. Currently the real-time signage at the station agent booth is used to report systemwide elevator outages only.
- Real-time signage is also provided on the Amtrak platform indicating the train number, estimated arrival time and train destination point (see photo #22).

#### Future Real-Time Signage Installations

Additional real time sign displays should be installed at the following locations:

- Key AC Transit bus stops;
- Central street-level location in the BART station for BART service.

## HUB REVIEW FINDINGS - OAKLAND COLISEUM/AIRPORT/BART

### STATION PHOTOGRAPHS



1. The main BART station entrance on San Leandro Street (west side) lacks station name. Operator (BART) logo is not highly visible from the street but blends into the background. Note construction for new midblock crossing.



2. East side station entrance from parking lot. Station logo sign is small, not very prominent and does not include the station name.

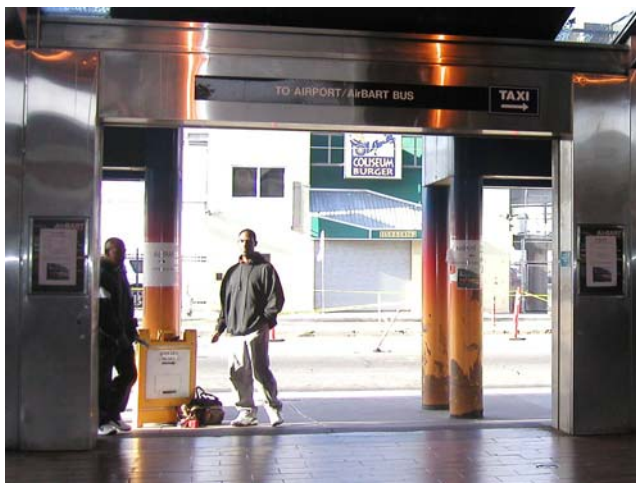


3. No BART station signage at entrance to pedestrian tunnel from the east side (parking lot).

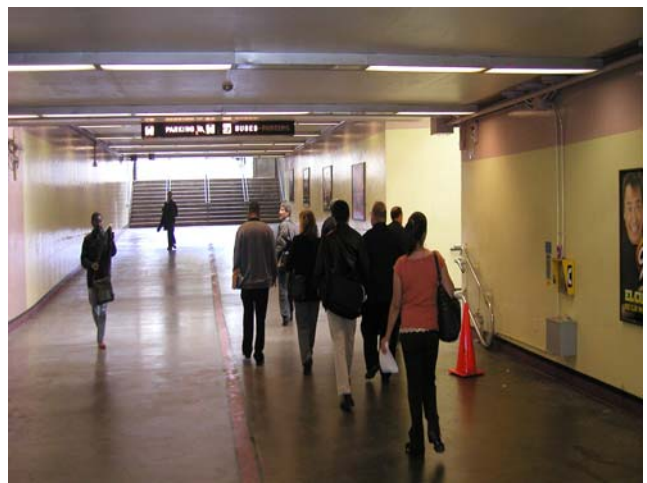


4. Sign on San Leandro Street to Amtrak station is small and not highly visible. Transit Agency signage should be large and prominent.

MTC Regional Transit Hub Performance Review Project  
HUB REVIEW FINDINGS - OAKLAND COLISEUM/AIRPORT/BART



5. Directional signage leading to connecting AC Transit and taxi on San Leandro Street is not highly visible especially with backlighting from outside.



6. Directional signage at important decision points need to be more prominent.



7. Limited signage at key decision point directing patrons to bus boarding platforms.



8. Entrance to pedestrian overcrossing to Amtrak station and Oakland Coliseum is not clearly marked as such.



MTC Regional Transit Hub Performance Review Project  
HUB REVIEW FINDINGS - OAKLAND COLISEUM/AIRPORT/BART



9. Directional signage from Capitol Corridor to BART in not highly visible. Sign to BART and Coliseum via pedestrian overpass is circled. Note station is referred to as Oakland Coliseum on printed materials and on some signage and as Coliseum Station or Capitol Corridor at other locations.



10. Signage on the pedestrian bridge connecting the BART station, Amtrak station and Oakland Coliseum Complex. Good use of logos and arrows. Note that Amtrak station is referred to as Capitol Corridor.



11. Signage on pedestrian bridge is often blocked by lighting fixtures.



12. Sign at entrance to Amtrak station.

MTC Regional Transit Hub Performance Review Project  
HUB REVIEW FINDINGS - OAKLAND COLISEUM/AIRPORT/BART



13. Larger and more visible bus flags would make bus stops more identifiable.



14. Bus shelters on San Leandro Street. Note these should include more visible identification of route number and operator.



15. Identifying operator logos should be included on signage at the Amtrak station.



16. Bus shelters should also include schedule and fare information.



17. Amtrak station from pedestrian overpass.



18. Amtrak station. Note parking area to the right.



MTC Regional Transit Hub Performance Review Project  
HUB REVIEW FINDINGS - OAKLAND COLISEUM/AIRPORT/BART



19. Amtrak passenger information.



20. BART station information display.



21. Bus boarding location map at BART station.



22. Real-time signs on the Capitol Corridor Platform.

## HUB REVIEW FINDINGS - OAKLAND COLISEUM/AIRPORT/BART

Hub Review Checklist Summary			
			WAYFINDING
Yes	No	N/A	
			Identification of station or transit operator
4	5		<p>1. The hub is clearly identified, visible from surrounding roadways by vehicular and pedestrian traffic.</p> <ul style="list-style-type: none"> <li>• Good signs from Capitol Corridor Station</li> <li>• Amtrak needs consistent use of Oakland, needs a sign at the entrance roadway, needs Capitol Corridor Logo.</li> <li>• No linkages to AC Transit, lacks signage to street and buses</li> <li>• Station name isn't as prominent from Hegenberger as it is from San Leandro</li> </ul>
4	5		<p>2. Entrances into the hub are clearly identified, visible from approaches by vehicular and pedestrian traffic.</p> <ul style="list-style-type: none"> <li>• Capitol Corridor needs large identifying signage visible from the street</li> <li>• Good signage from Capitol Corridor to ramp</li> <li>• BART needs better signage from parking lot</li> <li>• BART Station entrance is obscured by AirBART scaffolding</li> </ul>
2	7		<p>3. Transit operators serving the hub are clearly identified at the entrances with their logo and name.</p> <ul style="list-style-type: none"> <li>• Amtrak bus stops are poorly identified without clear signage directing patrons to AC transit</li> <li>• Station name is not included</li> <li>• East side of BART Station has no signs to Capitol Corridor</li> </ul>
3	6		<p>4. Station identification reinforces information on printed maps and schedules.</p> <ul style="list-style-type: none"> <li>• Amtrak lacks a printed station area map</li> <li>• Identifying station information should be included on city owned AC Transit bus shelters</li> </ul>
2	7		<p>5. Station name is identified on the entrance sign along with agency logo.</p> <ul style="list-style-type: none"> <li>• Station name is used inconsistently, e.g. "Coliseum/Airport BART", "Oakland Coliseum" (Amtrak), "Coliseum Station" (Amtrak).</li> <li>• Station name needs to be visible from the street.</li> <li>• BART has no signs including the Oakland Airport. Future signs should include an airplane icon.</li> <li>• BART station is not clearly identified at the parking lot</li> </ul>

## HUB REVIEW FINDINGS - OAKLAND COLISEUM/AIRPORT/BART

			Moving around or entering or exiting the station
Yes	No	N/A	
2	7		6. Agency logos are included with names on directional signs within the facility. <ul style="list-style-type: none"> <li>Logos are not consistently used or clearly visible</li> </ul>
2	6		7. Turnstile level street exit directional signs also include connection agency names and logs.
4	4		8. Vital connections information is grouped together on signs.
1	8		9. Connection directions are provided at each decision point and there are no gaps in the connection directional information flow. <ul style="list-style-type: none"> <li>No directions to Capitol Corridor Station from BART Station</li> <li>A Capitol Corridor sign is needed at the intersection of 73<sup>rd</sup> St/ San Leandro Street</li> </ul>
	8		10. Exiting directional signs list a hierarchy of the popular destinations and connecting services to reach these destinations. <ul style="list-style-type: none"> <li>Many of the directional signs are inaccurate</li> <li>There is no directional signage for AC Transit upon existing Coliseum Station</li> <li>No Airport or Capitol Corridor designation</li> </ul>
	9		11. Where connecting transit service is not within the station, clear directional signage (including walking distance) is provided to these services. All sign placement complies with 2004 ADAAG guidelines. <ul style="list-style-type: none"> <li>No connecting signs from BART to Capitol Corridor but there are connecting signs from Capitol Corridor to BART</li> </ul>
3	4		12. In stations with multiple track/gate or train/ferry service, confirmation of agency, destination, and real-time departure is associated with those services.
3	4		13. Clear sightlines are maintained to signs and all sign placement complies with 2004 ADAAG guidelines. <ul style="list-style-type: none"> <li>Signage is difficult to see especially bus flags due to shelter, trees, etc.</li> <li>Signage is present but not easy to read</li> <li>Lighting fixture covers an otherwise good wayfinding sign on overhead walkway</li> </ul>
1	7		14. Exiting connection information is color-coded to emphasize and make it easier to find directions and connections.
3	5		15. Signs are legible with adequate message size appropriate for viewing distance, proper contrast ratios, and illumination levels.
	6		16. Arrows are of consistent design and are bold in visual balance with text and are closely associated with their messages. <ul style="list-style-type: none"> <li>Mismatch of different signs</li> <li>Coliseum should have signage with arrows directing people to Capitol Corridor Station</li> </ul>

## HUB REVIEW FINDINGS - OAKLAND COLISEUM/AIRPORT/BART

			Identification of where to board or wait for transit
Yes	No	N/A	
7	1		17. Transit boarding platforms are clearly and boldly identified.
2	5	1	<p>18. Where a particular transit route utilizes different boarding points for opposite directions of travel, directional signage is provided to the different boarding point including platform route number, name, and route terminus (a place name).</p> <ul style="list-style-type: none"> <li>Text used to identify destinations is too small and marked on the hub map</li> <li>Bus stop diagram is outdated</li> </ul>
4	3	1	<p>19. At commuter rail, ferry terminals or bus stations, the boarding area identification number is large and bold with service agency, destination, number, and "real-time" departure is provided.</p> <ul style="list-style-type: none"> <li>Boarding areas have no identification</li> <li>Better directional signage is needed for bus boarding areas on San Leandro and Shell Streets.</li> <li>No real-time information is provided except for on the BART platform.</li> </ul>
7	1		<p>20. Schedule frequency and last departure information are provided at transit boarding platforms and are consistent with 2004 ADAAG guidelines.</p> <ul style="list-style-type: none"> <li>For the most part this is well done.</li> </ul>
7	2		<p>21. Bus stop signs have agency logos large and bold.</p> <ul style="list-style-type: none"> <li>Signs do not have agency logos at the Capitol Corridor Station</li> </ul>
5	3		<p>22. Bus stop signs have accessibility and parking restrictions as auxiliary signs below the basic bus stop signs.</p> <ul style="list-style-type: none"> <li>Bus stop signs have the appropriate restrictions on the parking lot side and all but AC buses are ADA compliant</li> </ul>
7	1		23. Bus route identification on bus stop signs comply with 2004 ADAAG Guidelines - minimum 2" route number character height.
8	1		24. Bus stop sign faces are visible from each approach direction.
2	7		<p>25. Bus shelters have associated bus stop signs which are consistent with the design guidelines described in this checklist.</p> <ul style="list-style-type: none"> <li>Need to display station and schedule information on San Leandro Street</li> <li>Shelters provided by the City have City logo</li> <li>AC Transit shelters do not have current bus schedules or fare tables</li> <li>Overall, bus shelters on the west side are good with planned improvements and poor on the east side</li> </ul>



MTC Regional Transit Hub Performance Review Project  
**HUB REVIEW FINDINGS - OAKLAND COLISEUM/AIRPORT/BART**

			<b>CUSTOMER INFORMATION</b>
Yes	No	N/A	
			<b>Regional Transit Information (RTIC)</b>
5	2		<b>26.</b> Transit information in Regional Transit Information Display Cases is accurate and easy to read. <ul style="list-style-type: none"> <li>• AC Transit schedules should be printed in a larger font size</li> <li>• NO RTIC case exists, there is a bus boarding location case instead</li> <li>• No Transit information (AC or BART) is provided</li> </ul>
2	7		<b>27.</b> Transit operator and route maps for the nine-county San Francisco Bay Area are posted in the Regional Transit Information Display Cases. <ul style="list-style-type: none"> <li>• AC Transit and BART information is provided but no 511.org display case is present</li> <li>• Not all transit providers are identified</li> </ul>
			<b>Local Transit Information</b>
5	4		<b>28.</b> Hub specific information is provided in a case adjacent to the Regional Transit Information Display Case and at other critical locations at the hub. <ul style="list-style-type: none"> <li>• Need AC Transit Map and information</li> <li>• Need to reorganize information and add 511.org</li> </ul>
5	4		<b>29.</b> Hub layout maps are provided in the hub information display case. <ul style="list-style-type: none"> <li>• No hub layout map is present</li> </ul>
	8		<b>30.</b> Map of hub vicinity with landmarks and attractions is posted in the hub information case. <ul style="list-style-type: none"> <li>• No hub layout map is present</li> <li>• BART needs an updated station map with bus stop, AirBART information, etc</li> <li>• There is a regional AC Transit map but not much else</li> <li>• Existing maps are out of date including San Francisco and AC Transit</li> </ul>
7	2		<b>31.</b> Posted transit information (i.e. maps, schedules) is well maintained, accurate and easy to find. <ul style="list-style-type: none"> <li>• Need maps at bus shelters on the east side of BART</li> <li>• Graffiti has obscured some information</li> <li>• Not easy to find</li> </ul>
5	4		<b>32.</b> Schedules, fare, transfer information and hub layout maps are located near bus stops and loading platforms.
6	1		<b>33.</b> Printed schedules and maps distributed at the hub contain accurate information and are consistent with the information provided in the Regional Transit Information Display Cases. <ul style="list-style-type: none"> <li>• Information available at the Station Agent booth in the BART Station</li> </ul>

MTC Regional Transit Hub Performance Review Project  
**HUB REVIEW FINDINGS – OAKLAND COLISEUM/AIRPORT/BART**

			<b>REAL-TIME SIGNAGE</b>
			<b>Existing Real-Time Signage</b>
Yes	No	N/A	
7			<b>34.</b> Real-time signage is provided at the hub.
			<b>35.</b> Location of signs (indicate on station diagram). <ul style="list-style-type: none"> <li>• Amtrak bus signage does not have company logo</li> <li>• Estimated Time of Arrival for Capitol Corridor, station doesn't have name of operator</li> </ul>
			<b>36.</b> Description and photo of signage types.
			<b>37.</b> Identification of transit services included on real-time signage (Include operator and mode). <ul style="list-style-type: none"> <li>• Capitol Corridor real-time signage is visible and contains next train information</li> </ul>
			<b>Future Real-Time Signage Installations</b>
			<b>38.</b> Describe location(s) for future real-time signage locations (indicate on station diagram). Refer to Appendix A Real-Time Technology Guidelines page A-24 <ul style="list-style-type: none"> <li>• BART Lobby for bus real-time information</li> <li>• Schedules for all buses inside the BART station, could also be included in bus shelters on San Leandro Street</li> </ul>
			<b>39.</b> Describe transit services that would be included in real-time signage displays. Refer to Appendix A pages A-24-26.